

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

Claims 1-65. (Cancelled)

66. (Currently amended) A method for using an interactive application on a display screen to access content, the method comprising:

providing at least two cells on a display screen, wherein each of the at least two cells is operable to be associated with a television channel and is operable to display, within the cell, video content being broadcast on the television channel;

for each of at least one of the cells that is associated with a television channel, displaying an indicator which notifies a user of the availability of interactive content associated with the television channel associated with the cell;

grouping the at least two cells into a region;
displaying a region highlight that surrounds the cells in the region;

allowing a user to navigate a region highlight to the region, wherein no cell highlight appears on the display while the user is navigating the region highlight; and

in response to a user selection of the region surrounded by the region highlight:

displaying a cell highlight around a cell in the selected region;

allowing [[a]] the user to navigate [[a]] the cell highlight to each of the ~~at least two~~ cells in the

selected region, wherein only the cell that is surrounded by the cell highlight is in focus; and

for a cell for which an indicator is displayed and which is in focus, allowing [[a]] the user to access the interactive content associated with the television channel associated with the cell.

67. (Previously presented) The method of claim 66, wherein the indicator is displayed in at least one of: the cell having an associated television channel for which interactive content is available, and an area in close proximity to that cell.

68. (Previously presented) The method of claim 67, further comprising:

for each cell that is associated with a television channel and which is not in focus, displaying in the cell a graphical brandmark of the television channel associated with the cell; and

if the cell in focus is associated with a television channel, displaying in the cell video content being broadcast on the television channel.

69. (Previously presented) The method of claim 68, further comprising:

for each of at least one of the cells that is associated with a television channel, displaying an option indicator which notifies a user of at least one option corresponding to the television channel associated with the cell; and

for a cell for which an option indicator is displayed and which is in focus, allowing a user to select one of the at least one option.

70. (Previously presented) The method of claim 69, wherein the television channel is a video on demand channel, and wherein the at least one option includes at least one of: ordering the video on demand channel, and placing an order for a program from the video on demand channel.

71. (Previously presented) The method of claim 69, wherein the at least one option includes at least one of: recording a current program on the television channel, setting a reminder for a future program on the television channel, and designating the television channel as a favorite channel.

72. (Previously presented) The method of claim 68, wherein at least one of the cells is operable to display Web content within the cell.

73. (Previously presented) The method of claim 68, wherein at least one of the cells is associated with a television channel and at least one of the cells is associated with a non-television entity.

74. (Previously presented) The method of claim 73, further comprising:

receiving a signal indicating selection of the cell in focus; and

if the cell in focus is associated with a television channel, displaying, in full screen on the display screen, video content being broadcast on the television channel.

75. (Previously presented) The method of claim 73, further comprising:

allowing a user to disassociate a television channel from a cell; and

allowing a user to associate a television channel with a cell.

76. (Currently amended) A system for accessing content through an interactive application, the system comprising:

a display screen;

a communication link configured to access content;

a processor configured to:

instruct the display screen to display at least two cells that are each operable to be associated with a television channel, wherein each of the cells is operable to display, within the cell, video content being broadcast on the television channel;

for each of at least one of the cells that is associated with a television channel, instruct the display screen to display an indicator which notifies a user of the availability of interactive content associated with the television channel associated with the cell;

group the at least two cells into a region;

instruct the display screen to display a region highlight that surrounds the cells in the region;

allow a user to navigate a region highlight to the region, wherein no cell highlight appears on the display screen while the user is navigating the region highlight; and

in response to a user selection of the region surrounded by the region highlight:

instruct the display screen to display a cell highlight around a cell in the selected region;

allow [[a]] the user to navigate [[a]] the cell highlight to each of the at least two cells in the selected region, wherein only the cell that is surrounded by the cell highlight is in focus; and

for a cell for which an indicator is displayed and which is in focus, allowing [[a]] the user to access the interactive content associated with the television channel associated with the cell.

77. (Previously presented) The system of claim 76, wherein the processor is configured to instruct the display screen to display the indicator in at least one of: the cell having an associated television channel for which interactive content is available, and an area in close proximity to that cell.

78. (Previously presented) The system of claim 77, wherein the processor is configured to instruct the display screen to:

for each cell that is associated with a television channel and which is not in focus, display in the cell a graphical landmark of the television channel associated with the cell; and

if the cell in focus is associated with a television channel, display in the cell video content being broadcast on the television channel.

79. (Currently Amended) The system of claim 78, wherein the processor is configured to:

for each of at least one of the cells that is associated with a television channel, instruct the display screen to display an option indicator which notifies a user of at least one option corresponding to the television channel; and

for a cell for which an option indicator is displayed and which is in focus, allow a user to select one of the at least one option.

80. (Previously presented) The system of claim 79, wherein the television channel is a video on demand channel, and wherein the at least one option includes at least one of: ordering the video on demand channel, and placing an order for a program from the video on demand channel.

81. (Previously presented) The system of claim 79, wherein the at least one option includes at least one of: recording a current program on the television channel, setting a reminder for a future program on the television channel, and designating the television channel as a favorite channel.

82. (Previously presented) The system of claim 78, wherein at least one of the cells is operable to display Web content within the cell.

83. (Previously presented) The system of claim 78, wherein at least one of the cells is associated with a television channel and at least one of the cells is associated with a non-television entity.

84. (Previously presented) The system of claim 83, further comprising a user input, and wherein the processor is configured to:

- receive a signal from the user input indicating selection of the cell in focus; and

- if the cell in focus is associated with a television channel, instruct the display screen to display, in full screen, video content being broadcast on the television channel.

85. (Previously presented) The system of claim 83, wherein the processor is configured to:

- allow a user to disassociate a television channel from a cell; and

- allow a user to associate a television channel with a cell.

86. (New) The method of claim 66, wherein the region includes at least one cell associated with a television channel, the method further comprising:

- providing a second region on the display screen that includes the at least one cell associated with a non-television entity.

87. (New) The method of claim 66, further comprising:

- providing at least one advertisement cell on the display screen, wherein the advertisement cell is distinct from the at least two cells;

- grouping the at least one advertisement cell into a second region; and

allowing a user to navigate the region highlight to the second region.

88. (New) The method of claim 69, wherein at least one of the indicator and the option indicator is a generic icon.

89. (New) The system of claim 76, wherein the region includes at least one cell associated with a television channel, wherein the processor is further configured to:

instruct the display screen to display second region that includes the at least one cell associated with a non-television entity.

90. (New) The system of claim 76, wherein the processor is further configured to:

instruct the display screen to display at least one advertisement cell, within the at least one advertisement cell is distinct from the at least two cells;

group the at least one advertisement cell into a second region;

allow the user to navigate the region highlight to the second region.

91. (New) The system of claim 79, wherein at least one of the indicator and the option indicator is a generic icon.